

**ARTICLE 11: SIGN STANDARDS**

No sign or sign structure may be erected, posted, hung, painted, re-hung, repainted, repaired, replaced, changed, or maintained in any district except in compliance with this Article.

**Section 11.1: General Regulations**

- 11.1.1** No sign or sign structure shall be erected or constructed to interfere with vision clearance as defined in Section 9.1.
- 11.1.2** No ground sign structure may be placed in the right-of-way.
- 11.1.3** Individual stores in a shopping center may not have separate ground sign structures. The shopping center as a whole may display signs in accordance with this Section.
- 11.1.4** Signs and sign structure shall meet all requirements of the North Carolina State Building Code. Signs do not require separate zoning permits unless a building permit is required for the sign by the Town of Rolesville or its agent or unless otherwise noted in Section 11.3 or 11.5 of the ordinance.
- 11.1.5** Signs and sign structures shall be maintained at all times in a state of proper repair, with all braces, bolts, clips, guys, anchors, supporting frames, and fastening free from deterioration, insect infestation, rot, rust, or loosening. All signs shall be neatly finished, with lettering, intact, and if of a type requires painting, free from visible peeling or chipping.
- 11.1.6** Obsolete signs and their supporting structures shall be removed within ninety (90) days after they have been abandoned at the location to which the sign refers. A sign is considered abandoned when it no longer identifies or advertises a bona fide business, lessor, service, owner, product, or activity, or when the contents of the sign pertain to a place, time, or purpose which no longer exists or applies, or an event which has already occurred. Such removal shall be the responsibility of the property owner. An extension of the ninety (90) day time limit for removal may be granted by the Zoning Administrator for reasonable cause.
- 11.1.7** Illuminated signs shall be limited to those lighted from behind to silhouette letters and internally illuminated and spotlighted signs. All illuminated and spotlighted signs shall be placed so as to prevent the light rays, illumination, or glare from being cast directly on any building or on traffic.
- 11.1.8** Strings of light bulbs used in connection with commercial premises for commercial purposes shall be limited to white, yellow, or bug repellent bulbs and shall not cause glare on traffic or adjoining premises.

**Section 11.2: Prohibited Signs**

The following types of signs are expressly prohibited:

- 11.2.1** Signs with moving, revolving, or rotating parts, or any sign which moves or gives an illusion of movement, except for time and temperature units and traditional barber poles shall be prohibited in all districts.
- 11.2.2** Signs with lights or illumination which flash, move rotate, blink, flicker, vary in intensity or color, or use intermittent electrical pulsation, except for time and temperature units.
- 11.2.3** Signs which obstruct the view of or could be confused with any authorized traffic sign, signal, or device or make use of words “stop”, “look” “danger”, or any other word, phrase, symbol, or character in such a manner as to interfere with, mislead, or confuse traffic.

**11.2.4** Signs which obstruct openings required to be left uncovered or unobstructed by building codes, the housing code, or other laws relating to buildings.

### **Section 11.3: Off-site advertising signs**

In order to protect the distinctive small-town character of Rolesville, prevent a reduction in property values of neighborhood property owners, and promote driver safety by minimizing driver distractions, all off-site advertising signs such as billboards are prohibited, and no permit shall be granted for the construction of any off-premise signs on or after the effective date of the UDO.

### **Section 11.4: Nonconforming signs**

Nonconforming signs, when removed for other than normal maintenance, may not be erected again, nor may any such sign be replaced with another nonconforming sign.

### **Section 11.5: Permitted signs**

Signs shall be permitted in accordance with Table 11.5, below.

**TABLE 11.5**

<b>TYPE OF SIGN</b>	<b>DIMENSIONS</b>		<b>DISTRICT ALLOWED</b>	<b>OTHER REQUIREMENTS</b>
	<b>Maximum area (In square feet)</b>	<b>Maximum Height (in Feet)</b>		
<b>Advertising, off-site (billboards)</b>			See Section 11.3	
<b>Agricultural, advertising products produced on premises</b>	32	8	Permitted use in residential districts	
<b>Awning, silk-screened or sewn on front of awning</b>	NA	NA	Permitted use in O&P, C, MU	
<b>Bulletin board, church or public</b>	32	8	Permitted use in all districts	
<b>Canopy signs (may also be placed on non-raising marquees)</b>	4		Permitted use in O&P, C, MU	Identification only. One (1) per establishment entranceway. Bottom of sign must be seven (7) feet above sidewalk level, or higher if over public right-of-way if required by Town regulations.
<b>Construction site placards</b>	10	6	Permitted use in all districts	Must be removed when construction has been completed.

<b>Directional signs containing no advertising matter:</b>				
<b>Traffic, safety, utility, warning, public</b>			Permitted use in all districts	
<b>Pedestrian, public</b>			Permitted use in all districts	
<b>Traffic and pedestrian, private</b>	4		Permitted use in all districts	
<b>No trespassing</b>	4		Permitted use in all districts	
<b>Off-site directional to churches, meeting halls, civic areas</b>			Permitted use in all districts	
<b>Temporary directional to garage sales and similar events in residential area, excluding portable commercial signs</b>	4		Permitted use in all districts	Must be posted no more than twenty-four (24) hours before sale and removal within twenty-four (24) hours after sale
<b>Entrance or monument-type signs to subdivisions, neighborhoods, public, commercial, industrial, institutional establishments</b>	10 (for area enclosing actual lettering on each sign)  32 (for each sign face of free-standing monument sign which is not attached to a fence, wall or pillars)	Freestanding monument signs may not exceed 4 feet in height; Pillars and signs on them may not exceed 8 feet in height	Permitted use in all districts	No more than two (2) per entrance allowed; may not be placed where they obstruct vision for vehicles exiting site; Ground signs are permitted in accordance with this table in addition to monument type signs four (4) feet or less in height
<b>A flag, pennant, banner, or insignia of any organization, commercial property, or business used in connection with a promotion, or as an advertising device as an integral part of another sign.</b>	15	35 (in I district)  20 (in all other districts)	Special use in all districts	The sign shall be erected for no more than twelve (12) months from the date of the special use permit approval.

<b>The flag, pennant, or insignia of any nation or organization of nations, state, county, city, religious, civic, or fraternal organizational or educational institution, when not used in connection with a commercial promotion, or as an advertising device or as an integral part of another sign</b>			Permitted use in all districts; Flagpole may not exceed 35 feet in height in industrial districts and 20 feet in height in other districts	Wall and projecting insignia may not exceed ten (10) square feet in area nor may they project more than nine (9) feet from wall at farthest point. In business and industrial districts, insignia may be placed on signs permitted in those districts. In any district, flags or pennants shall not exceed fifteen (15) square feet or, if on a pole, one-fourth height of a pole, whichever gives the flag the greater permitted area
<b>Ground Signs</b>	80	12	Permitted use in O&P, C, and MU and for commercial and office uses in planned unit developments	No more than one (1) per street frontage containing entrance to use. May be used only for identification or on-site advertising. Must be at least thirty (30) feet from any other ground sign. Must meet vision clearance requirements of Section 9.1, and may not be placed where they would obstruct vision for vehicles exiting site.
<b>Ground Signs</b>	80	12	Permitted use in industrial districts	
<b>House numbers</b>	4		Permitted use in all districts.	May contain no advertising matter
<b>Memorial signs, tablets, name of building and date of construction</b>			Permitted use in all districts	Must be cut into a masonry surface or cast of metal and affixed flat against a surface
<b>Name of occupant of residential premises</b>	2		Permitted use in all districts	May contain no advertising matter
<b>Newspaper names on newspaper tubes</b>			Permitted use in all districts	
<b>No vacancy signs</b>			Permitted use in all districts	

<b>Political signs</b>	4			May be erected no more than sixty (60) days prior to the day of the election to which they pertain; Must be removed within fifteen (15) days after last election to which they pertain
<b>Portable signs, including any signs mounted on a vehicle or a trailer or trailer-type device</b>	32	10	Permitted use in P&O, C, MU	Nonrenewable permit from Zoning Administrator required. Ten (10) day time limit. No more than one (1) sign per establishment or street frontage. Same establishment may not have temporary sign(s) again for sixty (60) days after removal of such sign(s). Such sign(s) shall not have colored or flashing lights or lights which cause glare on traffic or adjacent properties. Such signs shall not be located on the public right-of-way nor obstruct vision clearance as indicated in Section 11.1.1
<b>Professional or announcement signs</b>	4		Permitted use in all districts	One (1) per establishment

<b>Projecting signs</b>	20		Permitted use in O&P, C, MU, I	Signs may be no more than nine (9) feet from all at furthest point. One (1) such sign per face in street, or two (2) per establishment, whichever is less. Such sign may be hung on corner of building but shall count against the maximum allowed above.  Establishment may not also have a wall or roof sign on same face as projecting sign.  Corner sign shall count as one face.
<b>Real estate signs</b>	6		Permitted use in residential districts	
<b>Real estate signs</b>	32		Permitted use in O&P, C, MU, I	
<b>Religious symbols at formal places of worship</b>			Permitted use in all districts	
<b>Roof signs – see wall signs</b>				
<b>Service station signs, automobile or truck:</b>				
<b>Signs on rack for the orderly display of engine oil, provided such signs are no longer than the rack</b>			Permitted use in all districts when accessory to a service station	
<b>Signs on pumps and/or pump island concerning the type and price of the fuel</b>			Permitted use in all districts when accessory to a service station	
<b>Signs on open portable tire rack provided the signs are no longer than the rack</b>			Permitted use in all districts when accessory to a service station	
<b>A sign may be painted on the inside and outside front door face or the closed tire rack, but shall not be painted on the side or rear.</b>			Permitted use in all districts when accessory to a service station	

<b>One double-faced on-site advertising sign per street frontage showing the current price of fuel sold on the premises. Such sign shall be located off the right-of-way.</b>	20	5	Permitted use in all districts when accessory to a service station	
<b>Sign on canopy over tanks will be treated as a wall or roof sign.</b>			Permitted use in all districts when accessory to a service station	Either canopy frontage or building frontage may be counted in determining frontage on a street; not both.
<b>Temporary banners, pennants, streamers, excluding portable signs</b>			Permitted use in O&P, C, MU, I	Only for opening of business. May remain for no more than four (4) weeks.
<b>Temporary signs relating to farm auctions, agricultural production sales, annual charitable civic or fraternal events, excluding portable commercial signs</b>	20(off-site) 30 (on-site)		Permitted use in all districts.	Off-site: no more than one (1) per lot. On-site: no more than three (3) per lot. May remain for no more than forty-five (45) days in all.
<b>Vending machines signs painted or mounted on the machine related to the products in the machine; bank machine or book depository signs which instruct customers or patrons.</b>			Permitted use in all districts.	

<b>Wall roof or signs</b>	1.25 square feet of sign area per running foot of the building frontage	Such signs shall not project over the roofline of the building to which they are attached	Permitted use in O&P, C, MU, I	<p>Wall signs must be mounted on area of wall free of windows, doors, or other architectural detail. May not interrupt or cover major architectural features. Only one (1) wall, roof, or projecting sign per side of building is permitted other than those specifically mentioned elsewhere in this table.</p> <p>Such signs may be used only for identification or on-site advertising and at least eighty percent (80%) of sign face shall be for identification.</p>
<b>Window signs</b>			Permitted use in O&P, C, MU, I	



<b>Street Banners (see definition in Article 16)</b>	110 square feet (per face)		Permitted in all zoning districts through an approved special event permit (see town code chapter 113)	The Town Manager or his designee may issue a permit for the placement of a street banner in conjunction with a special event permit approved by the Town Board of Commissioners. The lowermost portion of the street banner shall not extend below fifteen (15) feet above the grade of the right-of-way. The applicant shall provide proof of coordination with the owner(s) of the pole(s) to which the banner will be attached and shall accept any and all liability associated with the street banner and its means of attachment. Street banners are to be maintained in connection with an approved special event. As such, a street banner may be hung no more than fifteen (15) days prior to the event, and shall be removed no later than 72 hours following the conclusion of the event.
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Amendments

10/04/04 entire document; 10/19/10 to §11.5 through TA10-04